

Create Your Own Marketing And Advertising Workbook



**How To Build A
Multimillion Dollar Business**
Your Step-By-Step Marketing Roadmap

The E-Learning Marketing System™

E-Learning Marketing System

- This mini video series has been carefully created to guide you to the content that can impact your business right now
- Our goal is to put some dollars in your pocket
- The **ONLY** thing that will prevent this from happening is **YOU!**
- We have everything on our E-Learning site you will ever need to build the business of your dreams
- If **YOU** don't **APPLY** the information, you'll **NEVER** see results



E-Learning Marketing System

- Please remember that these videos will only cover a mere fraction of the money-generating strategies and tactics, tools and resources we have available for you in this program
- While these videos **WILL** indeed make you a **LOT** of money right now... that revenue will pale in comparison to what we can help you make when we work together moving forward
- Since these mini videos are going out to a wide, diverse group, I will need to select various businesses to use as examples throughout this series
- The strategies and tactics you will see are applicable to EVERY business on the planet



Ad Library

- Our last strategy focused on using our E-Learning Marketing System Ad Library to help you gain instant access to competition-crushing marketing
- The Ad Library contains more than 100 individual businesses... with each business containing various marketing collateral
- All that's required is to select your specific business... browse through the available marketing collateral located in your section... make a few adjustments so the content of the marketing fits your specific product or service... and you should be ready to launch your new marketing program



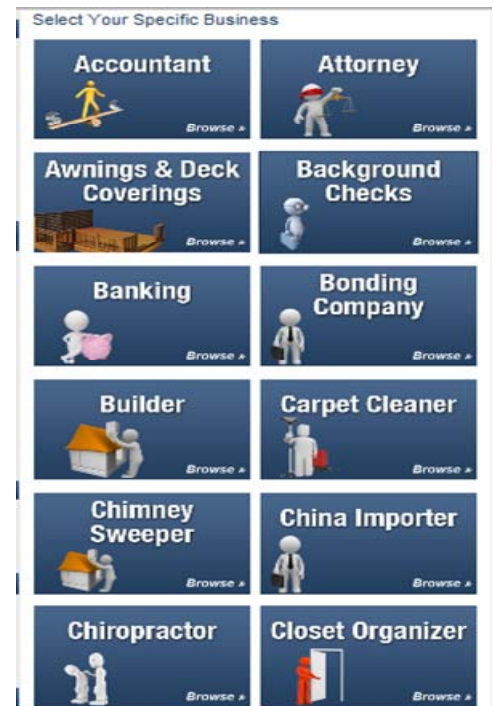
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Ad Library

- We also discussed that in the event you don't see your business listed in the Ad Library, you can select a business that compliments your business and use the ads for that business as a guide
- We used the example of a home cleaning service that used the ads from a daycare center to create a competition-crushing marketing program for her company
- Since they're both service-based businesses, it stands to reason their ads would also be similar in nature and tone



Create Your Own Marketing

- That's the purpose of this presentation... to provide you with the opportunity to create your own marketing from scratch
- For marketing to be effective, it must be "persuasive"
- The business owner who understands how to create messages, ads and marketing collateral that follows a persuasion format can literally gain the ability to dominate their market
- In order to do this effectively, we need to ground you on some very basic marketing fundamentals



Persuasion Marketing

- **Persuasion Marketing** is simply organizing the buying and selling processes so you can present compelling information about your product or service that will persuade your prospects to take a specific action
- All marketing should *inform* and *persuade* your prospects
- Marketing is a science that follows a very simple *equation*
- That *equation* is known as the Marketing Equation



Marketing Equation

- The Marketing Equation contains four basic components:
 - Interrupt
 - Engage
 - Educate
 - Offer
- It's based on one of the oldest and most durable models known because it helps business owner's appeal to consumers' emotional and social wants and needs



Marketing Equation

- For any type of marketing to work, it **MUST** do three things...
 - It **MUST** grab the reader's attention
 - it **MUST** facilitate the prospect's information gathering & decision making process
 - it **MUST** provide a specific, low risk, easy to take action that helps them make a good decision



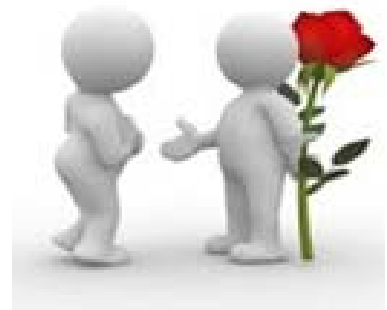
Marketing Equation

- For any type of marketing to work, it **MUST** do three things...
 - It **MUST** grab the reader's attention
 - You must have a great headline if the ad is in print
 - If it's on the radio, the headline is the first thing they hear
 - If it's on TV, the headline is the first thing they see and hear



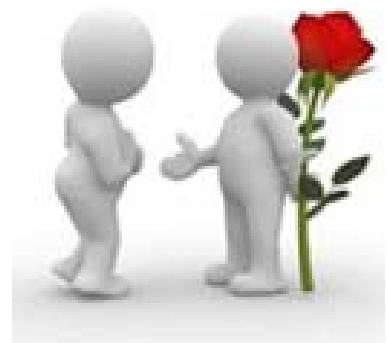
Marketing Equation

- For any type of marketing to work, it **MUST** do three things...
 - It **MUST** facilitate the prospect's information gathering & decision making process
 - Every prospect is always looking for the best deal
 - That means the most value for the price they pay
 - In order to know if something is the best deal, they must have decision making information
 - Your marketing **MUST** help the prospect gather information that aids them in their decision making process



Marketing Equation

- For any type of marketing to work, it **MUST** do three things...
 - It **MUST** provide a specific, low risk, easy to take action that helps them make a good decision
 - Your marketing must contain a low, or better yet... no risk offer to further facilitate the prospects decision making process
 - You have to give them a compelling... yet safe way to take the next step
 - You want a concrete action step that gets your prospect actively involved with your business



Marketing Equation

- These three principles must always be present if your marketing is going to be effective...
 - It MUST grab the reader's attention
 - It MUST facilitate the prospect's information gathering & decision making process
 - It MUST provide a specific, low risk, easy to take action that helps them make a good decision
 - To help insure that you always include these three principles, all you need to do is follow the Marketing Equation for every marketing piece you develop



Marketing Equation

- The marketing equation goes like this:
- **Interrupt, Engage, Educate and Offer**
- First, you have to Interrupt your prospects (gain their attention)
- This is done with an attention-grabbing headline
- The headline is by far the single most important part of any ad
- If your prospects don't read the headline, then they won't read the rest of the ad, no matter how well it's written



Marketing Equation

- In a print piece, the headline is placed at the very top of the ad
- Most businesses place the name of their company here, and that's the worst thing you can ever do
- Your prospects don't care what you have named your business or what you look like
- Prospects only care about themselves
- WIIFM - "what's in it for me"
- The headline must address the single biggest problem your prospects have and that they're desperately seeking a solution for



Meet Dr. John Smith

- Meet child psychologist Dr. John Smith
- Dr. Smith specializes in helping frustrated parents cope with their emotionally troubled kids 6 years old to teenagers
- Here's his original website
- No one cares what you've named your business
- They care about finding a solution to their problem

Parenting Advice & Resources from Dr. John Smith

Limited Time Only:
"The Secret for Parents"
A Special Report on How You Can Learn the Secrets of Nurturing Well Behaved Children

Enter Your First Name:

Enter Your Email Address:

00:00:00 Video - Parenting Intro

Greetings Parents! I want to welcome you to Terrific Parenting! You will find tons of great information here, with hundreds of pages of articles.

Highlights:

- About Terrific Parenting
- Psychologist
- 7 Key Principles
- Video - Intro to Parenting
- Terrific Parenting Blog is up and running
- News
- Secrets to Calming the Angry Child
- Who Else Wants to Change Their Life? 30-Day Challenge
- New Article - Powerless Parents React with Anger
- Limited Time Only: Free Report on Self-esteem

Marketing Equation

- Here's the key to creating effective marketing and advertising
- You must always start your ad with an Interrupting headline that is focused on the problem your prospects are having
- Then you must have a subheadline that engages the prospect by promising them that there's a solution to that problem
- Remember the first two Marketing Equation components... **Interrupt and Engage**
- That's the job of the headline and subheadline
- The subheadline only "promises" a solution... it does NOT give the prospect the solution



Dr. Smith's Website

- "Parenting Advice & Resources From Dr. John Smith" does NOT address the problem his frustrated parents are experiencing with their child
- He has no subheadline whatsoever, so there is no way for him to engage his prospects to keep them interested
- The typical prospect visiting a website remains on the site for just three to five seconds

The screenshot shows the website layout for TerrificParenting.com. At the top, there is a navigation menu with links for Home, Parenting Problems, Parenting Solutions, Dr. John Smith, Parent Coaching, Dr. Cole's Blog, and Newsletter. Below the navigation, the main headline reads "Parenting Advice & Resources from Dr John Smith", which is circled in red. To the right of the headline is a "Highlights:" section. Below the headline, there is a video player for "00:00:00 Video - Parenting Intro" featuring a man in a suit. To the right of the video player is a sign-up form for a "Limited Time Only: 'The Secret for Parents' A Special Report on How You Can Learn the Secrets of Nurturing Well Behaved Children". The form includes fields for "Enter Your First Name:" and "Enter Your Email Address:", and a "Sign Up Now" button. Below the form, there is a small text block that says "Greetings Parents! I want to welcome you to Terrific Parenting! You will find tons of great information here, with hundreds of pages of articles."

Marketing Equation

- Educate is the third component of the Marketing Equation
- You must Educate prospects with what it is that makes your product or service so much better than your competition
- This is typically done in the body copy when it's a print ad
- On a website, it can also be done with body copy... or in Dr. Smith's case, by video



Marketing Equation

- The final component of the Marketing Equation is your **Offer**
- A low risk... or better yet NO RISK offer gets prospects to take a specific action such as request more information, take a test drive, register for a free thirty day trial or similar offer
- The key is to make the offer so compelling it's irresistible



Dr. Smith's Website

- ***The Secret for Parents: a special report on how you can learn the secrets of nurturing well behaved children***
- His prospects don't have "well behaved" children
- Nurturing a well behaved child is NOT the solution they want
- Getting their kid under control **RIGHT NOW** is what they're looking for

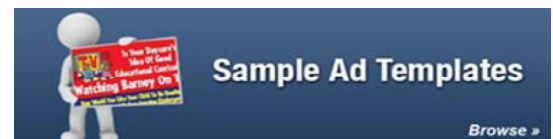


Marketing Equation

- Go back and review the daycare ads in our previous presentation
- Every one of them follows the marketing equation
- If your specific business is listed in the Ad Library, there's an excellent chance those ads also follow the Marketing Equation

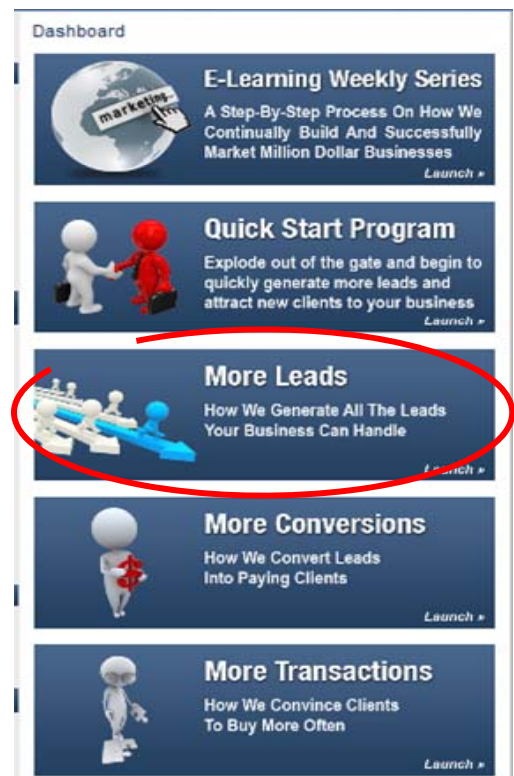
Create Your Own Marketing

- This presentation was designed to help those of you whose business is NOT listed there
- You will need to create your ads and website from scratch
- We have all the tools, templates and resources you need to do this like a pro... even if it's the first time you have ever attempted to create your own marketing and advertising



Create Your Own Marketing

- Go to your dashboard and click on More Leads
- Click on Resources We Use To Generate Leads Using Our “Done-For-You” Competition-Crushing Marketing
- Click on Our Secret Resources
- Click on Master Ad Template
- This template makes ad creation paint-by-numbers
- This template literally walks you step-by-step to help you create your very own competition-crushing marketing



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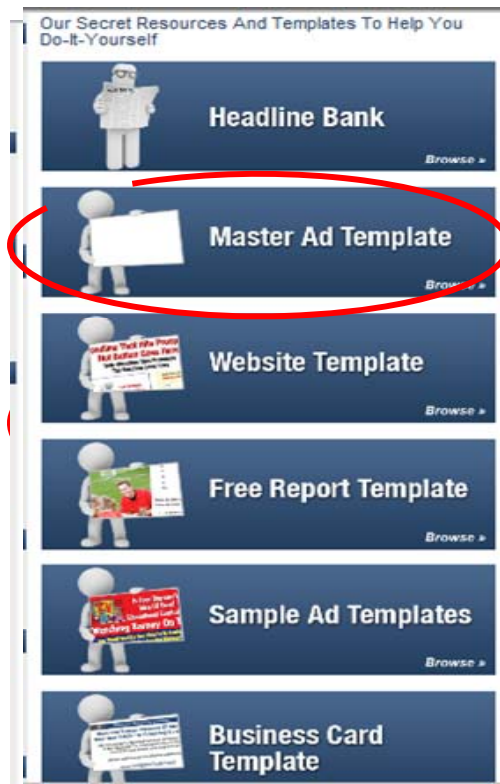
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Headline That Hits Important & Relevant Issue Goes Here

Note: Check Photos and Other Visual Enhancements Out for Added Later by the Graphic Designer

Subheadline That Continues To Tell The Story Or Introduces The Solution Goes Here.

This Subheadline Should Continue To Tell The Story.

Your main headline and subheadlines will do the heavy lifting for you. It's critical that all of your headlines tell a complete story when read consecutively. That's why you need to fill out this template with headlines ONLY the first time through... then you can check them for consistent flow. Your Headline Bank should give you plenty of interesting to choose from.

This Subheadline Should Continue To Tell The Story.

So how can you know if your marketing piece has consistent flow? Simple... choose a main headline that hits your customer's main problem or frustration when doing business in your industry. The reader will then unconsciously search for additional, clarifying information. Your next subheadline better have it—or you'll cause them to disengage!

This Subheadline Should Continue To Tell The Story & Introduce Solutions.

Once the reader is engaged by the first one or two subheadlines that flow well together, your following subheadlines can go into more detail about solutions that overcome the problems/situations discussed in the initial subheadlines.

This Subheadline Should Continue To Tell The Story & Introduce Solutions.

After you have the headlines right, you'll be ready to go back and replace this instructional text with real "robust" text that accentuates the important and relevant issues and starts building the case for the product/service being marketed. Write like people talk; it makes you seem more reliable. Use simple words and short sentences. Use specific names and numbers where applicable.

This Subheadline Should Let The Reader Know There's A Low Risk Way To Take The Next Step.

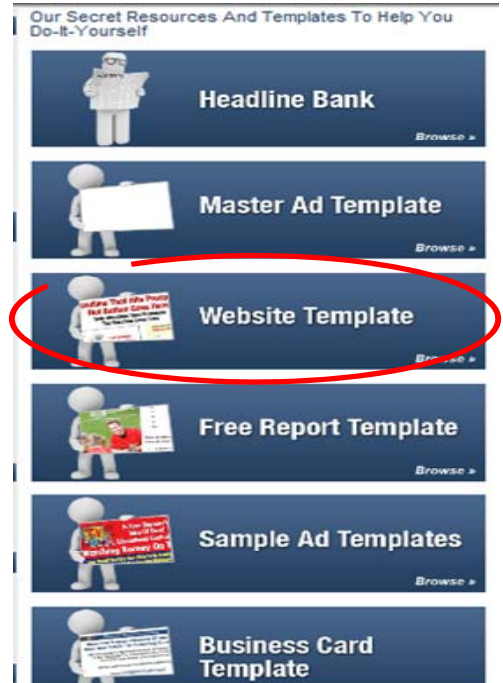
You have to introduce your offer in the last subheadline. Remember, the brain will be quickly scanning the paragraphs, and the headlines must tell a complete story. The last paragraph should explain what the informational offer and/or incentive is, and how the reader can take advantage of it.

Info Offer and/or Incentive Offer

An info offer should have a good handle (title) that readers can quickly pick up and understand (ex. "XYZ Action Kit"). Incentive Offers are even easier. Just say what it is... making sure the always include the \$ value (ex. "This Month Get A FREE Grass Catcher With Each Mower Purchase (\$175.00 value)!")

Create Your Own Marketing

- Go back to the Resources section and click on Website Template
- Go ahead and download it
- It shows you step-by-step how to design and lay out your website and landing pages



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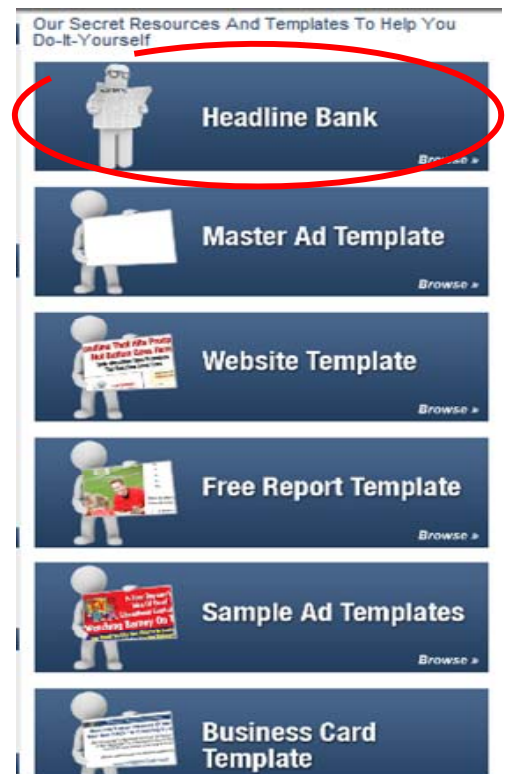
Create Your Own Marketing

- However, did you notice that both the Ad Template and the Website Template require compelling headline and subheadline combinations?
- How are you supposed to create compelling headlines and subheadlines to use for your own ads?



Create Your Own Marketing

- Go back to the Resources section again and click on the Headline Bank link
- Here's the greatest swipe file for headlines on the planet
- There are more than 400 proven and tested headlines archived here for your use
- Browse through them and write down the ones that appear to fit the overall attitude and tone that you feel will best match your ad



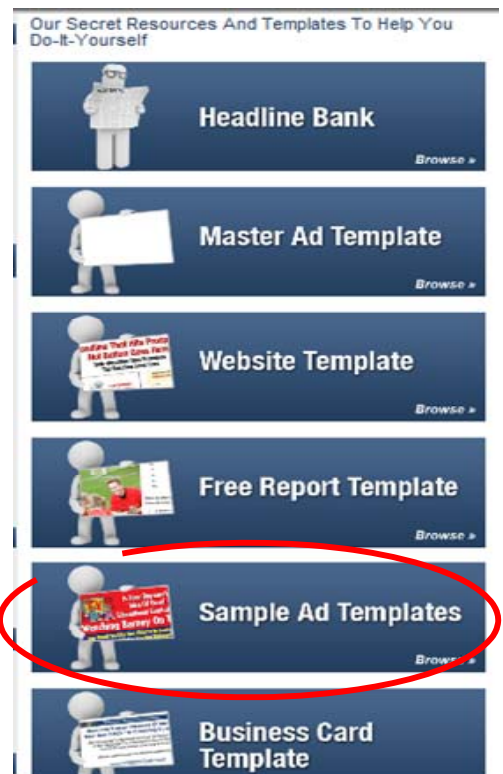
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Create Your Own Marketing

- Click on Sample Ad Templates
- This will show you how we complete our templates using text first, and then we give that template to a graphic designer to produce a proper ad



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Is Your Daycare's Idea Of Good Educational Curriculum Watching Barney On TV?

How Would You Like Your Child To Be Reading At A 1st Grade Level Before Starting Kindergarten?

There Are Two "Schools Of Thought" When It Comes To Educating At Daycare...

There are two schools of thought when it comes to educating at daycare. One school of thought believes that all of your daycare's time should be spent watching Barney on TV. The other school of thought believes that your daycare should be spending time on educational curriculum that will help your child learn to read before starting kindergarten.

Many Daycare Centers Are Noting More Than Reading Substituting Services.

So how can you have it both ways? One solution is to use the "Educational Comparison Report" from Terrific Parenting. This report will help you compare the educational curriculum of your daycare to the educational curriculum of other daycares in your area. This report will also help you identify the strengths and weaknesses of your daycare's educational curriculum.

Your Child Will Never Watch TV Here—We Don't Even Have One.

Once the results are generated by the first user, the user will be able to see the results of the report. The user will be able to see the results of the report and will be able to download the report. The user will be able to see the results of the report and will be able to download the report.

Offer Promo
Free Report

"Educational Comparison Report"

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Play or Learn: Free Reports Shows How 17 Area Daycare Centers Stack Up.

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Call (817) 310-0013
Or Visit Us Online At:
daycarerankings.com

Headlines / Subheadlines

- The headline must address the prospects biggest problem
- The subheadline "promises" them that there's a solution to the problem addressed in the headline
- Dr. Smith's website has a lousy headline that fails to Interrupt
- He has no subheadline whatsoever to Engage his prospects

TerrificParenting.com

Home Parenting Problems Parenting Solutions Online Store Parent Coaching Dr. Cale's Blog Newsletter

Parenting Advice & Resources from Dr. John Smith

Highlights:

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Psychologist
7 Key Principles
Video - Intro to Parenting
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Secrets to Calming the Angry Child
Who Else Wants to Change Their Life?
30-Day Challenge
New Article - Powerless Parents React with Anger
Limited Time Only: Free Report on Self-esteem

Limited Time Only: "The Secret for Parents" A Special Report on How You Can Learn the Secrets of Nurturing Well Behaved Children

Enter Your First Name:

Enter Your Email Address:

Sign Up Now

00:00:00 Video - Parenting Intro

Greetings Parents! I want to welcome you to Terrific Parenting! You will find tons of great information here, with hundreds of pages of articles.

Headlines / Subheadlines

- Here's how Dr. Smith changed his site using the tools and templates in the E-Learning Marketing System
- His prospective parents have kids that are constantly yelling, screaming and have belligerent attitudes
- That's the problem they're facing... so the headline needs to address that specific hot button
- The subheadline needs to address the solution they want which is to restore peace and quiet back into their home
- The subheadline Engages them by promising a solution



Headlines / Subheadlines

- Since the video is typically short in nature, there isn't sufficient time to Educate the prospects
- So the offer should educate
- A free report can educate prospects as to how the doctor can provide his solution, and perhaps show them some temporary techniques that prove the doctor can actually do what he says
- The headline, subheadline and offer all work together as a coordinated team



The screenshot shows the website for TerrificParenting.com. The main navigation bar includes links for Home, Parenting Problems, Parenting Solutions, Online Store, Parent Coaching, Dr. Cale's Blog, and Newsletter. The main content area features a headline: "Parenting Advice & Resources from Dr. John Smith". Below this is a video player showing Dr. John Smith, with a red circle highlighting the video. To the right of the video is a promotional offer: "Limited Time Only: 'The Secret for Parents' - A Special Report on How You Can Learn the Secrets of Nurturing Well Behaved Children". Below the offer is a form to "Enter Your First Name:" and "Enter Your Email Address:", with a "Sign Up Now" button. On the right side, there is a "Highlights:" section with various links and articles, including "About Terrific Parenting", "Psychologist", "7 Key Principles", "Video - Intro to Parenting", "Terrific Parenting Blog is up and running", "News", "Secrets to Calming the Angry Child", "Who Else Wants to Change Their Life?", "30-Day Challenge", "New Article - Powerless Parents React with Anger", and "Limited Time Only: Free Report on Self-esteem".

Headlines / Subheadlines

- Notice Dr. Smith's new website follows the Website Template
- His headline says... "Are You Sick And Tired Of The Yelling, Screaming And Belligerent Attitude Of Your Child?"
- Would you say that headline hits the major hot button for virtually every prospective parent that comes to this site?
- Did this headline just "Interrupt" Dr. Smith's prospects?

Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?

Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home

“Learn the Secrets To Gaining & Maintaining Complete Control Of Your Child In Less Than 60 Seconds.”

Enter Your First Name:

Enter Your Email Address:

[Sign Up Now](#)

00:00:00 Video - Parenting Intro

Greetings Parents! I want to welcome you to Terrific Parenting! You will find tons of great information here, with hundreds of pages of articles.

TerrificParenting.com

Headlines / Subheadlines

- Now let's Engage those prospects by promising them a solution in the subheadline
- It says... "Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home."
- Isn't that what his prospects want?
- The headline and subheadline work closely together to Interrupt and Engage every single prospect who comes to this site?

Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?

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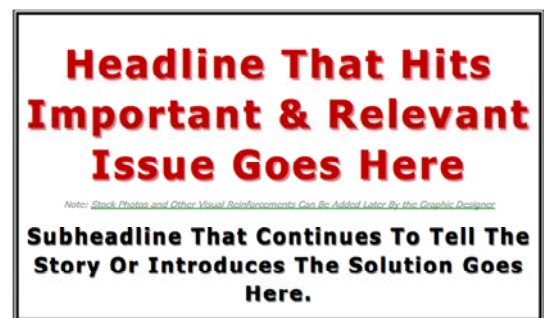
Headlines / Subheadlines

- The video can spend one to three minutes reinforcing the fact that our good doctor has the solution they so desperately seek
- His offer has been changed so it's relevant, compelling and virtually irresistible
- The offer says... "Learn the Secrets To Gaining and Maintaining Complete Control Of Your Child In Less Than 60 Seconds."



Headlines / Subheadlines

- If this were a print ad, you would follow the exact same process using the Ad Template
- Just replace the video with text
- The message remains the same
- Your website video script becomes the text in your print ad



This Subheadline Should Continue To Tell The Story.

Your main headline and subheadlines will do the heavy lifting for you. It's critical that all of your headlines tell a complete story when read consecutively. That's why you need to fill out this template with headlines ONLY the first time through... then you can check them for consistent flow. Your Headline Bank should give you plenty of inventory to choose from.

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Ad Library

- Can you see how the ads we have in the ad library give you everything you need as a small business owner to create a competition-crushing marketing program?
- First, always look to see if your business is already listed in the Ad Library
- If it is, use the ads there to get you started
- Some slight revisions may be needed
- These ads will get you 90% of the way there



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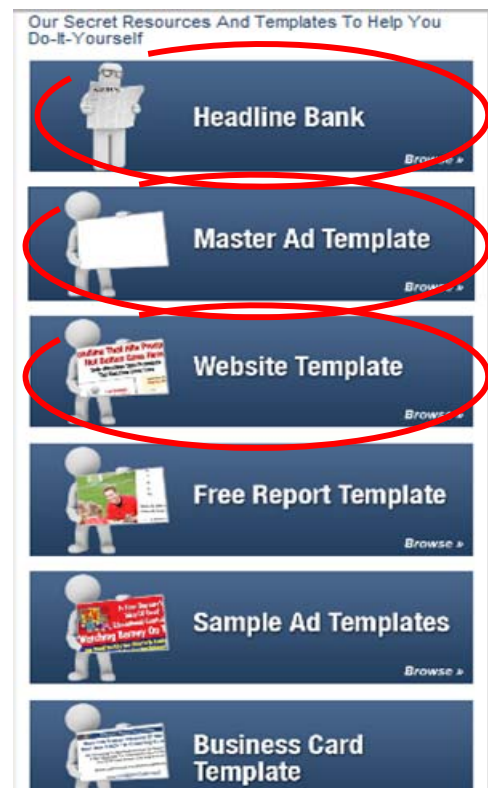
Ad Library

- However, if you need to create your ads from scratch, use the Resources and Templates section
- Use the Ad Template, the Website Template as well as the Headline Bank to help you create your very own competition-crushing marketing
- These are the tools and resources that will help you to dominate your competition



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Ad Library

- We created the E-Learning Marketing System to give you and your business the competitive edge all small business owners need in today's media saturated world



E-Learning Marketing System

- So what are you waiting for?
- Start designing your own marketing and advertising campaign with the help of the Ad Library
- The E-Learning Marketing System takes the guesswork out of creating effective marketing
- It gives you the ability to...
 - create your own marketing quickly
 - create competition-crushing marketing
 - make your business the obvious choice when it comes to buying what you sell



E-Learning Marketing System

- We have everything on this site you will ever need as a small business owner... and it's as easy as point and click
- And this is just the beginning of what we have waiting for you



E-Learning Marketing System

- Our next mini video will continue with this same format
- It will feature another specific strategy designed to make you money and grow your business
- We'll walk you through it step-by-step so you not only know where the information is on this site, but so you know exactly how to APPLY it so it works... and makes you money



E-Learning Marketing System

Designed to get YOU results!

